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WHITEPAPER

Adoption Acceleration Engineering: A New Model for Enterprise Adoption of Software and Services

Julie Parker, Marketing Lead at Cloudsoft

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EXECUTIVE SUMMARY

Enterprise software often fails not due to a weak product, but due to adoption friction - the hidden cost of fragmented integrations, tedious onboarding, and risky migrations. In today's SaaS and cloud-native world, customers expect new software to just work in their existing tools and environments from day one. When it doesn't, onboarding drags, time-to-value slips, and users walk away. Studies show that poor integration quality contributes to 70% of digital transformation project failures, and nearly three-quarters of users will abandon a new product if the onboarding experience is confusing.

The financial stakes are high: with millions of dollars of delayed and lost revenue and extra costs for end customers from integration problems, and migration projects, such as replacing incumbent platforms or moving from one SaaS provider to another, frequently run over budget or fail outright. Gartner research found that 83% of data migration projects either fail or exceed budgets and timelines, with over 50% exceeding budget.

And buyers are voting with their feet: according to G2, over 80% of enterprises now rank ease of integration higher than cost when evaluating software. Getting to value quickly then compounds on the bottom line - a 5% increase in retention can boost profits by 25-95%, underscoring why frictionless onboarding and integration matter (userlens.io).

Adoption Acceleration Engineering (AAE) is an emerging discipline designed to tackle these issues at their root. AAE reframes integration, onboarding, and migration not as one-off projects or "glue code," but engineered to the quality of core product.

It comprises three repeatable pillars: Push, Pull, and Transition.

PUSH	Integrations embed your product into the customer's workflows and tools, meeting users where they already work.
PULL	Integrations expand your product's coverage - adding connectors and integrations so it arrives with the data and context needed on day one.
TRANSITION	Capabilities automate and de-risk the process of migrating customers from incumbent solutions to yours, making switching virtually frictionless.

Together, these engineering-led approaches remove barriers to adoption and shorten the path to value.

This whitepaper introduces Adoption Acceleration Engineering as a new category of solution to the friction enterprises face when adopting new software products. We'll examine the current landscape of fragmented onboarding and integration, quantify the costs of the status quo, and then detail the Push, Pull, and Transition model with real-world patterns.

Along the way we cite research from Gartner, G2, Canalys, AWS and others on the market forces driving change from the explosion of SaaS apps and multi-cloud environments to rising customer expectations for "plug-and-play" software. Finally, we discuss outcomes of AAE (like faster time-to-value, higher retention, and smoother cloud marketplace delivery) and how specialist engineering firms like Cloudsoft are bringing this model to life.

Adoption Acceleration Engineering is about building for long-term adoption, not just initial sale - an approach we invite product leaders, CTOs, and enterprise buyers to explore and collaborate on.

SECTION 1

The Problem Landscape: Fragmented Integration, Onboarding and Migration

In the modern enterprise, software adoption is hampered by a triad of challenges: fragmented integrations, poor onboarding, and painful migrations. Each of these factors adds friction that can derail an otherwise excellent product.

1. Integration Sprawl and Fragility:

Enterprises today operate in sprawling digital ecosystems. The average organisation now uses more than 250 SaaS applications, with larger enterprises often exceeding 400 (SaaS Academy, 2024). Each application introduces new dependencies and data flows, creating hundreds of potential integration points. A single SaaS vendor may offer over 2,000 integrations to meet customer expectations (DemandSage, 2024). This complexity means every new product must coexist with an intricate web of APIs, data pipelines and governance controls.

Yet most integrations are still handled in ad hoc ways that are either delegated to customers or built as one-off connectors in-house. Both paths strain resources and introduce fragility. Gartner notes that custom point-to-point integrations can take weeks or months to complete and often fail to scale across customers. Even pre-packaged connectors typically cover only the most common use cases, requiring heavy customisation for enterprise environments. It's no surprise that 45% of digital leaders now cite integration challenges as a top barrier to digital transformation (Gartner).

Simply put, if your product doesn't natively connect with the tools, clouds and data sources your customers already rely on, you create friction - delaying adoption and undermining trust in the product's readiness.

2. Onboarding Delays and Churn:

First impressions matter immensely in B2B software. Time-to-Value (TTV) - the time from purchase to realizing value - often dictates whether a deployment succeeds or stalls. Yet fragmented onboarding processes frequently add 6-12 months of delay beyond plan, as teams struggle with manual setup, data import, and integration configuration. This drag on TTV directly risks revenue and customer satisfaction. Enterprise buyers notice when a project slips quarter after quarter. Even more alarming is the impact on user retention: up to 75% of new users abandon a product within the first week if onboarding is poor. In fact, onboarding issues are one of the leading causes of SaaS customer churn (userlens.io).

Customers now factor onboarding into purchasing decisions: 63% of customers say the onboarding experience influences their choice of product (userguiding.com). A cumbersome, siloed onboarding (e.g. having to manually export/import data or learn yet another UI) makes your product easy to set aside. Even great products can stall when onboarding drags and; enterprise buyers expect software to work in their environment from day one.

3. Risky, Slow Migrations:

Finally, even when customers want to replace an incumbent system with a superior product, the migration process can stop them in their tracks. Most large organizations have accumulated context in their existing tools - configurations, workflows, historical data, user accounts, integrations - that are not trivial to move. Migrating off a legacy or competitor platform is often seen as a high-risk, high-cost project. Indeed, Gartner research finds 83% of data migration projects fail, and over 50% run over budget.

Fear of downtime, data loss, or business disruption creates a "psychological risk premium" on any migration effort. In practical terms, this means enterprises will stick with a suboptimal status quo (or delay purchase decisions) unless the migration to a new solution can be made safe, fast, and automated. The fragmentation of tools worsens this: a cloud-native service might be easy to start from scratch, but migrating off a system that has five years of reports, custom scripts, and integrations can turn into a multi-quarter ordeal. Each new SaaS provider is thus competing not just on features, but against the inertia and integration tangle of the incumbent. Without a clear path to migrate without breaking things, even enthusiastic buyers may stay put.

The Cost of the Status Quo

The business impact of these issues is significant. Failed or delayed implementations mean lost revenue for vendors and wasted spend for customers. Integration woes can add millions of dollars in costs for enterprises, whether through extra developer hours, workarounds, or paying for multiple overlapping tools due to lack of connectivity. For software vendors (ISVs), slow customer onboarding translates to slower ARR recognition and higher churn risk - a study by userlens.io found that a 5% increase in retention can boost profits by 25-95%, highlighting how crucial it is to get users to value quickly. And when migrations are too onerous, the cost of change favors incumbents, making it hard for new entrants to displace legacy providers no matter how innovative their product. In summary, fragmented adoption processes hurt everyone: customers bleed efficiency and patience, and vendors miss out on growth and goodwill.

SECTION 2

Introducing Adoption Acceleration Engineering (AAE)

Adoption Acceleration Engineering (AAE) is a new approach and philosophy to systematically eliminate these frictions. Instead of treating integrations, onboarding, and migrations as afterthoughts or one-off projects, AAE makes them first-class, repeatable engineering disciplines in your product strategy. The goal is simple: remove the barriers that slow down adoption so that a great product can deliver value immediately and sustainably in complex enterprise environments.

At its core, AAE is built on three pillars:

Each addressing a key aspect of adoption friction.

1. PUSH

Embed your product into customers' existing workflows.

Rather than expecting users to come to a new interface or siloed platform, Push integrations deliver your product's capabilities inside the tools, interfaces, and processes that your customers already use every day.

This might mean embedding functionality into an ITSM tool (like ServiceNow or Jira), integrating alerts into Slack/MS Teams, or plugging into approval workflows and portals that the enterprise has in place.

The philosophy of Push is to meet users where they are. As one commentator notes, many ISVs mistakenly assume every user will gladly log into yet another dashboard, when in reality the most successful SaaS products "meet customers where they already work". By embedding value in context, you reduce context-switching, bypass permission barriers, and drive higher engagement. For example, AWS realized that many enterprise users could not use the AWS console due to governance restrictions, so Amazon worked on deep integration with ServiceNow to allow provisioning cloud resources from within the ServiceNow portal.

The result was increased adoption of AWS services by non-technical users, without breaking compliance. Push-style engineering might involve building an add-on, plugin, or API-based integration that puts your product's "buttons" inside the customer's primary systems. The payoff is significant: by appearing in the user's natural workflow, your product becomes "invisible glue" that adds value without demanding extra effort. Modern enterprise buyers actually expect this - software that feels native to their ecosystem. Push integrations turn that expectation into reality.

2. PULL:

Expand your product's coverage by building broad, reusable connectors.

If Push is about integrating into the user's workflow, Pull is about integrating with the user's ecosystem. This discipline focuses on ensuring your product comes out-of-the-box with connectivity to the other systems, clouds, and data sources that matter in the customer's environment. It's about arriving with useful data on day one.

A common adoption problem is when a new tool is technically delivered, but it's "empty" (e.g. a monitoring platform with no data until you manually hook up all your cloud accounts, or a SaaS analytics tool that requires the customer to write custom ETL scripts). Pull engineering preemptively builds those connectors and integrations as productized software components (not throwaway scripts) so that your solution is immediately useful.

are engineered for reuse and reliability so that each new customer integration isn't a ground-up project.

Treating "connectors as a product" means they are built with the same rigor as your core software (with versioning, observability, security) rather than quick one-offs. This yields major benefits: faster deployments, lower maintenance, and the ability to support multi-cloud and hybrid environments. It also aligns with how software is procured today via cloud marketplaces and with the expectation of pre-integration. By 2028, third-party software sales through cloud marketplaces are forecast to reach $85 billion, driven largely by demand for pre-integrated, enterprise-grade solutions.

In practice, Pull might manifest as having certified integrations for, say, AWS QuickStarts, ServiceNow plugins, or data ingestion from popular sources, all readily available.

According to G2, over 80% of enterprises now rank ease of integration higher than cost in evaluating software choices.

In other words, customers would rather choose a product that fits seamlessly into their existing stack over one that might be cheaper but siloed. With Pull, an ISV maintains a library of connectors, adaptors, and APIs that cover key platforms (CSPs like AWS/Azure, SaaS apps like Salesforce or Workday, databases, etc.) and common schemas.These connectors

One hyperscaler connector built in this model has been running for seven years, eliminating 91% of the manual effort that customers would otherwise spend on integration tasks.

Pull capabilities ensure your product isn't an island - it becomes the hub that "pulls in" value from the customer's broader tech stack, right from the start.

3. TRANSITION:

Automate and de-risk the migration from the old solution to yours.

The third pillar, Transition, addresses the vendor-to-vendor migration challenge head on. If Push and Pull solve the integration and workflow issues for net-new usage, Transition tackles the scenario where a customer must move off an incumbent platform (legacy system or competitor) to fully adopt your product. Rather than leaving this as a massive custom project for each customer (or avoiding it entirely), AAE treats migrations as an engineering problem that can be standardized and tooled.

This involves building migration toolkits - software utilities and scripts to handle data export/import, config translation, and even dual-running - which can be reused across multiple customer migrations. Key capabilities of a Transition toolkit include: automated discovery of assets in the source system (to know what needs migrating), mapping and transforming that configuration/data to the target schema, connectors to extract and load data via APIs, and mechanisms for validation and rollback.

For example, consider a company switching from a legacy monitoring tool to a cloud-native monitoring SaaS: a migration tool might connect to the old system's API, inventory all dashboards, alerts, and settings, then use your product's API to recreate those (translating formats as needed), possibly running the two in parallel to verify results before cutting over. By engineering this once and reusing it, you remove a huge adoption barrier. Customers no longer face "months of planning and dual-running" or the scary unknown of migration failure. Instead, you can offer a proven process where you (or your partners) can migrate them in a predictable, tested manner.

This flips the script: migration help turns from a blocker into a selling point. ISVs that can confidently say "we will move you from Tool X to our platform with zero downtime" are essentially selling risk removal and speed.

Multi-cloud and hybrid strategies are now mainstream. Gartner forecasts 90% of organisations will adopt a hybrid cloud approach by 2027. Transition engineering not only helps win deals (by easing the incumbent-switch), it also accelerates time-to-value by potentially saving 20-30% in time and cost that would be lost in a DIY migration. In short, Transition capabilities give customers a safe path to adopt your product fully, without the usual hesitation and drag.

SECTION 3

Why Traditional Approaches Fall Short

Adoption Acceleration Engineering differs from the traditional ways organizations have approached integrations and onboarding. It's worth examining why the status quo, whether using off-the-shelf connectors, custom development, or generic integration platforms, has proven inadequate for long-term enterprise adoption:

Integrations vs. Deep Integration:

Many software vendors treat integrations as a checklist item - for example, providing a basic API or a few pre-built connectors mainly for marketing purposes. These often lack depth (covering only a subset of use cases) and robustness (no consideration for error handling, permissions, updates, etc.). Customers often find that "we have an API" is not enough when they have to do significant engineering to make two systems talk.

Off-the-shelf connectors from third-party Integration-Platform-as-a-Service (iPaaS) can help with common workflows, but they may not handle complex, enterprise-specific processes and typically aren't tailored to your product's unique features. As a result, integrations built in this piecemeal way are brittle and incur high maintenance. Every API change or edge-case can break the flow, and responsibility is blurred between vendor, customer, and third-party.

In contrast, AAE's approach of treating connectors and integrations "like products, not glue" means building them to a higher standard (fully tested, documented, monitored) and aligning them tightly with the product's evolution. This yields durable integrations that don't "rot" with the next update and don't surprise customers with hidden gaps.

One-off Custom Builds Don't Scale:

On the other end, some enterprises or ISVs attempt to build every integration or migration from scratch for each customer or scenario. Custom code can be made to do anything - but the cost, time, and inconsistency of this approach quickly become unsustainable. Engineering teams that focus on bespoke integrations often divert precious time from core product development, and they create a long tail of code that must be maintained separately.

As noted, building just one integration can cost thousands of dollars and weeks of effort. Furthermore, under deadline pressure, these custom solutions are often poorly documented and lack reliability features. One head of engineering ruefully noted after building a connector, "Maintaining it is a full-time job. We won't do that again." Many organizations have learned the hard way that each point-to-point integration becomes a snowflake, and as the number grows, the burden becomes overwhelming.

This is why forward-thinking teams are embracing reusable frameworks like unified APIs or standardized connector toolkits. For instance, rather than coding a new integration for each CRM or HR system, a unified API approach provides one abstraction layer that normalizes data models and protocols, so you build and maintain one integration that works for all supported systems. Gartner predicts that by 2025, 90% of enterprises will use either a unified API or embedded integration platform to manage integrations (up from ~60% in 2023). This is a clear sign that companies realize the old custom approach can't meet modern needs.

Silos between Product and Integration Teams:

Traditionally, "making it work in the customer's environment" was seen as someone else's job - perhaps a professional services team, a system integrator, or the customer's own IT department. Product teams built the software, and the messy business of integration or migration was handled in separate projects. This division often leads to misaligned incentives and knowledge gaps.

The integration may be done without full insight into the product's roadmap, resulting in fragile hacks. Or the product might not expose certain hooks needed for a clean integration, forcing workarounds. AAE, by contrast, brings these concerns into the product engineering domain.

It encourages cross-functional thinking: building your product with integration, extensibility, and migration in mind from the design phase. The result is a more cohesive solution.

It's worth noting that enterprises increasingly demand this level of readiness. Enterprise buyers lack the time and budget to "wire in" software themselves, and now expect enterprise-ready, out-of-the-box delivery. If your product doesn't meet that bar, they may choose one that does or stick with an incumbent. In essence, AAE is about owning the adoption journey end-to-end, rather than handing customers a box of parts.

SECTION 4

Market Forces Driving the AAE Movement

The push for better adoption engineering is not happening in a vacuum. Several broad market trends are raising the stakes for integration and onboarding excellence:

Explosive SaaS and Cloud Growth:

The enterprise software landscape is more varied than ever, with organizations adopting dozens or hundreds of SaaS tools and cloud services. Global SaaS spending is projected to top $300 billion by 2025, and cloud services spending is growing ~20% year-over-year (linktek.com).

This growth is coupled with a shift to digital-first operations and remote work, meaning businesses depend on these tools for core functions. The sheer scale of apps in use (and the data flowing between them) makes automation and integration a necessity. Indeed, the SaaS integration market is surging - forecast to exceed $15 billion by 2025, with continued double-digit growth driven by cloud-native adoption (Statista).

CIO priorities are shifting too: over 80% expect to increase investment in integration and API tooling (Gartner), recognising its direct impact on delivery speed, customer experience and long-term retention. All this underscores that efficient adoption (via integration) is now a strategic priority, not a backend IT problem.

Multi-Cloud and Hybrid IT:

Modern enterprises have embraced multi-cloud strategies. Around 90% of enterprises now use multiple cloud platforms or services (clazar.io) to optimize performance, avoid lock-in, and meet diverse needs. Additionally, many still run on-premises or legacy systems alongside cloud apps. This reality means any new software must operate in a heterogeneous environment. It needs to integrate with multiple cloud APIs, work across different identity systems, and possibly sync between on-prem and cloud. AAE's Pull approach (broad coverage connectors) and Transition approach (migration tooling) are direct responses to this complexity.

For example, an ISV might need connectors for AWS, Azure, and Google Cloud out-of-the-box, because their customers might be in any of those - and perhaps a way to migrate a customer's data from their private datacenter into the ISV's SaaS. The rise of multi-cloud also ties into procurement trends: enterprises increasingly prefer buying through cloud marketplaces (AWS Marketplace, Azure Marketplace, etc.) for convenience and consolidated billing.

In fact, 85% of decision-makers are turning to marketplaces for faster procurement (clazar.io). To list on these marketplaces, software often needs to meet integration and deployment criteria (e.g. support cloud-specific deployment patterns or single sign-on).

AAE aligns with this by ensuring software is marketplace-ready - easily deployable in various clouds and with pre-built integrations that cloud customers expect. Analysts note that marketplace success goes hand-in-hand with offering "pre-integrated, enterprise-grade software" that meets compliance and interoperability needs.

Higher Customer Expectations for Onboarding:

Thanks to consumer tech and previous SaaS experiences, enterprise users' expectations have risen. They expect immediate value and low effort. Concepts like "Time to Value" (TTV) are now key metrics. In the SaaS world, if TTV is too long, users may churn before ever fully adopting the tool. One survey found 63% of customers consider onboarding when deciding on a purchase cloudcoach.com, and 74% will switch to a competitor if the onboarding process is complicated (cloudcoach.com). Additionally, end-users are accustomed to intuitive, integrated experiences (for example, seeing their Slack, CRM, and project tools all notify each other).

These expectations put pressure on B2B software providers to deliver seamless onboarding and integration. The market for Digital Adoption Platforms (DAPs) (tools to streamline software onboarding) has grown as a response, but AAE addresses the root by making the software itself easier to adopt. In short, providing a great product is no longer enough; you must also provide a great path into the product. Those who do (by leveraging AAE principles) can turn onboarding speed and integration breadth into competitive advantages.

Focus on Retention and Lifetime Value:

As the subscription model dominates, software vendors are laser-focused on retention and expansion within accounts. Poor adoption is a leading cause of customer churn - for instance, 23% of churn in B2B is attributed to poor onboarding or product adoption issues (userlens.io). Conversely, a well-adopted product can drive upsells and advocacy.

This has elevated roles like Customer Success and prompted vendors to invest in adoption engineering. Market reports by Gartner and others frequently emphasize that interoperability and time to initial value are top-of-mind for buyers in 2025 and beyond. Vendors that can prove integration quality and quick deployment have an edge in sales cycles. Additionally, many enterprises are pursuing initiatives to consolidate tools (to reduce costs and complexity).

If your product can integrate and take on workloads currently handled by multiple niche tools, you have a better chance to survive consolidation. All of these forces make AAE not just a technical nice-to-have, but a strategic imperative to ensure your product becomes a sticky, indispensable part of the customer's stack.

SECTION 5

Outcomes: Faster Time-to-Value, Higher Adoption, Lower Friction

Adoption Acceleration Engineering isn't just theory - when implemented, it delivers tangible outcomes for both software providers and enterprise customers:

- **Dramatically Faster Onboarding and Time-to-Value:** With Push and Pull integrations in place, customers can start using a new solution in days or weeks instead of months. Pre-built connectors and embedded workflows mean less time configuring and more time achieving outcomes. For example, automating the integration setup can cut down a 3-month onboarding project to a few clicks during provisioning. One case study indicated that an AAE-built integration eliminated 91% of the manual effort that enterprises would normally spend to connect systems. Faster onboarding not only delights users but also accelerates revenue recognition and ROI - both the vendor and customer see value sooner.

- **Greater Product Adoption and Usage Depth:** By meeting users in their existing tools (Push) and populating the product with relevant data (Pull), AAE ensures users actually engage with the product regularly. There's less drop-off after initial trials because the product becomes woven into daily workflows. As noted earlier, integrating into daily tools like Slack, Excel, or ServiceNow means users don't have to remember to log into a separate system - they experience the product's value incidentally while doing their jobs.

  This boosts active usage and the breadth of usage across an organization. The product is not a standalone silo but part of an integrated workflow, leading to higher stickiness. Over time, this can translate to expansion (more seats, more modules) because different teams can more easily incorporate the product (especially if you've built connectors for their specific needs).

- **Reduced Integration and Maintenance Costs:** Although AAE entails upfront engineering effort to build reusable integrations and toolkits, it pays off in lower long-term costs. Vendors maintain one robust connector rather than 10 different custom scripts for 10 customers. Enterprises benefit from more reliable integrations that don't break with every update - which means less firefighting for their IT teams. A unified, engineered approach also means issues are easier to diagnose (since instrumentation and logging are built in) and updates (e.g. security patches, API changes) can be rolled out across all customers systematically. Essentially, you achieve economies of scale on integration work.

  Gartner has consistently emphasised that investing in integration platforms and APIs reduces operational complexity and accelerates innovation - outperforming ad hoc or bespoke approaches in long-term agility and cost-efficiency (Gartner, Tech Provider Trends 2025) and when migration toolkits are available, the cost of switching is slashed for customers - potentially saving large professional services fees or internal project budgets that would have been spent on a one-time migration.

- **Improved Customer Confidence and Shorter Sales Cycles:** One often overlooked benefit is trust. When a vendor can demonstrate robust integration and migration capabilities, enterprise buyers gain confidence that adopting the product won't lead to disruption or hidden costs. This can speed up sales cycles: instead of lengthy due diligence on "will this fit into our environment?", the answer is clear because the vendor has done the homework (e.g. "Yes, we have a certified ServiceNow app, here's how it works," or "Yes, we can migrate you from Tool X, here's our proven playbook").

  In competitive deals, AAE can be a differentiator - the vendor that removes the friction of adoption is more likely to win. Furthermore, customers that have smooth onboarding and see value quickly are more likely to be references and advocates, fueling positive market reputation.

- **Alignment with Modern Delivery Models:** AAE positions software vendors to take advantage of modern delivery channels like cloud marketplaces and co-sell programs. For instance, having your product and its integrations packaged for quick deployment on AWS Marketplace or Azure Marketplace can open doors to new customers who prefer that route. Many marketplaces also require a level of interoperability (for example, solutions that integrate with the cloud's billing or monitoring).

  With Push/Pull engineering, meeting such requirements is easier. Additionally, as enterprises increasingly automate their procurement and deployment (Infrastructure as Code, DevOps pipelines, etc.), a software product that comes with automation-friendly integrations (APIs, webhooks, templates for config) will stand out as enterprise-ready. In essence, AAE future-proofs your product in an era where ease of integration is as important as features.

SECTION 6

AAE in Action: A Case Study

To illustrate, consider a scenario involving a cloud management software and how AAE is applied:

- **The vendor identifies that large enterprise customers need the software to work with their ITSM platform (ServiceNow) and their DevOps tools (GitHub, Jenkins).** Instead of hoping the customer's IT team will integrate them, the vendor's engineers build a ServiceNow connector (Push) that surfaces key functions (like requesting a cloud environment) inside ServiceNow's UI. They also build webhook integrations (Push) to send alerts to Slack and MS Teams.

  Simultaneously, they create connectors (Pull) for AWS, Azure, and VMware so that the tool can aggregate data from all clouds. When the customer installs the product, they can immediately see their inventory across platforms. They also provide an import tool (Transition) to migrate configurations from the customer's previous cloud management tool into the new product's format.

- **Upon deployment, the customer's employees find they can interact with the new system through ServiceNow, without needing new permissions or training.** Approvals and requests happen in the familiar interface, but in the backend they're powered by the new product. All cloud accounts (AWS/Azure) are already pulling into the tool, so reports and dashboards show real data on day one. The migration of historical data and configs from the old tool happens over a weekend with an automated script, with a rollback plan in place (which wasn't needed).

  Within two weeks, the enterprise has fully switched over to the new solution, with no major issues. Six months later, their usage has expanded (in part because other teams saw how easy it was to onboard and integrated their systems too). This is the promise of AAE realized: adoption friction near zero, and the product becoming an integral part of the enterprise IT fabric quickly.

CONCLUSION:

Engineering Adoption for Long-Term Success

Adoption Acceleration Engineering represents a shift in thinking from “How do we sell our software?” to “How do we ensure our customers can actually use and love our software in their real world?” It recognizes that in the enterprise market, technical excellence must be paired with integration excellence. By investing in Push, Pull, and Transition capabilities, companies turn adoption into a science - one that can be repeated, scaled, and continually improved. The reward is not only happier customers, but a stronger competitive moat: integration and onboarding become part of your product’s DNA, not easily replicated by others.

Crucially, AAE is an engineering-led ethos. It requires leadership to prioritize these “non-feature” features and empower teams to build connectors, APIs, and migration tools with the same care as core product features. It often helps to have specialist partners or teams with deep experience in integrations and cloud infrastructure. For example, Cloudsoft - a UK-based engineering firm - has championed the AAE approach, focusing on interoperability, multi-cloud adoption, and software that accelerates enterprise onboarding. With an engineering-first mindset, they build reusable, enterprise-ready integration technology that clients own, enabling products to be “usable on day one across clouds, stacks and tools”.

The goal is always to leave the software vendor with assets (code, connectors, frameworks) that continue to deliver value long after the engagement.

In summary, as enterprise technology stacks continue to evolve in complexity, AAE provides a compass to navigate the adoption challenge. It’s about reducing friction at every step, pushing into workflows, pulling in data and context, and smoothing every transition from old to new. The companies that excel at this will not only win more deals; they will drive the next era of digital transformation by ensuring technology delivers its promise without the usual headaches. Great products won’t fail for lack of seamless adoption, and customers won’t be left holding the integration bill.

Invitation to Collaborate:

Adoption Acceleration Engineering is a young but rapidly growing discipline. Whether you are a product leader seeking to improve your software's adoption curve, a CTO grappling with integration backlogs, or an enterprise buyer tired of "some assembly required" software, **we invite you to join the conversation.**

- ✔ Share your experiences, challenge the ideas, and consider piloting AAE principles in your next project. This whitepaper is a starting point; the next step is collaboration between ISVs, enterprises, and integration specialists to refine and realize the vision of frictionless software adoption.
- ✔ By working together - sharing patterns, setting integration standards, and maybe co-developing key connectors - we can elevate the entire industry's ability to deliver plug-and-play, time-to-value in no time experiences.
- ✔ In the spirit of partnership, Cloudsoft and others in this space welcome discussion and joint efforts to make AAE a standard practice.

Let's ensure that innovation in software is matched by innovation in adoption. After all, a product's true value is only realized when it's fully adopted, so let's engineer for adoption as rigorously as we engineer the product itself.AA

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